

All Credit Purchases Made Today and the Balance of the Month Charged to April Account, Payable on May First—Willamette Sewing Machines on the Club Plan, \$2 at Purchase, \$1 a Week—New Novelty Dolls, "The Campbell Kids," on Sale in the Toy Dept. at \$1.25

Special on Card Printing for 3 days

FIRST FLOOR, NEW BUILDING. ORDER BY MAIL. FOR three days only we quote the following stirring specials in our Card Printing Shop! Business Cards printed on best quality Bristol board, in various types.

- 300 Business Cards, special for \$1.00
500 Business Cards, special for \$1.50
1000 Business Cards, special at \$2.00
35c "Society" Gilt Edge Playing Cards, the pack, 23c



Hotpoint Electric Iron

NO housewife can afford to be without the Hotpoint Electric Iron—they economize on fuel, are always ready, cool and clean. Every Hotpoint Iron sold by The Big Store carries a guarantee of 2 years. Priced at only \$4.50



Great Opening Sale of Floorcoverings Begins Today!



Extraordinary Savings for 3 Days on Rugs, Carpets, Mattings, Linoleums

IN THIS vast assemblage of new Spring Carpets, Rugs, Mattings and Linoleums, we present today the concrete evidence of months of planning and preparation!

Here in unrivaled selections, you'll find such famous makes as Bundhar Wilton Carpets and Rugs, celebrated Kilmarnock Rugs and all the other high-grade lines at the city's lowest prices.

Dozens of the most staple grades of new Spring Carpets, room-size Rugs, Oriental Rugs, Mattings and Linoleums splendidly lowered in price for our Three-Days' Opening Sale, beginning this morning. Read every item—Come!

\$1 Velvet Carpets 80c

We have a full line of plain Velvet Carpets in wide assortment of small figured designs, for stores, offices and large halls. Prices range from \$1.35 to \$3.50 a yard.

And as an extra special, our finest \$1 Velvet Carpets in beautiful small figure designs of tan, brown and green. This price includes sewing, laying and lining. One of the best carpet values ever offered, the yard 80c

\$1.75 Body Brussels Carpet the Yard \$1.37

Fifteen handsome, new Spring patterns in these superb \$1.75 Body Brussels Carpets. Grade that wears for years. For the Opening Sale at \$1.37 only, the yard

\$2 Famous Bigelow Axminster Carpets \$1.53

No name in the Carpet world that means more for quality than Bigelow. For the Great Opening Sale we offer regular \$2 Bigelow Axminster Carpets, yard \$1.53

\$1.25 Fine Tapestry Carpets the Yard 97c

Two big specials on high-grade Tapestry Carpets. Durable, tightly-woven quality in fully 12 new patterns. Regular \$1.25 grade, 97c. The \$1.10 grade at only, yd. 87c

Best \$1.50 Axminster Carpets at Only \$1.10

Save 40c during this Spring Opening Sale on our finest \$1.50 grade of Axminster Carpets. Eleven handsome, new designs in rich, artistic colorings. Yd. \$1.10

\$20 Axm. Rugs \$15.50

Our own low-regular price on these splendid 9x12-foot Room-Size Axminster Rugs is \$20—if we didn't buy in such immense lots they would have to sell for \$22.50.

Strong, heavy, resisting grade in dozens of handsome patterns and rich colorings, suitable for living-rooms, dining-rooms or bedrooms. In the Great Opening Sale today are priced at only \$15.50

\$18 Axminster Rugs, 8.3x10.6 ft., for \$14.50

The New Bundhar Wilton Rugs

We are principal distributors in the Northwest for the famous Bundhar Wilton Rugs and Carpets. "Wear like iron"—never curl nor creep—require no tacking:

18x36-inch size for \$22.25 4.6x7.6-foot size, \$16.20
27x54-inch size for \$4.95 6x9-foot size for \$25.00
36x63-inch size for \$7.65 9x12-foot size at \$43.20

Bundhar Wilton Carpets—sewn, lined, laid, yd. \$2.25

Kilmarnock Rugs represent the acme of beauty and quality in domestic loom-art! We have them in a wide array of beautiful patterns in rich shades of blue, gray, tan and olive, specially suitable for bedrooms:

3x6-foot size, only \$5.40 8.3x10.6-foot size \$27.00
6x9-foot size for \$16.20 9x12-foot size at \$29.60

\$40 Wilton Rugs \$29.85

A saving extraordinary on our most superb grades of Royal Wilton Rugs. Small figures and medallion center designs in exquisite color-blendings.

Full 9x12-foot size—Rugs which sell here regularly for \$40. Special Opening Sale price for the next three days at this very low figure \$29.85

\$35 Wilton Rugs, 8.3x10.6 feet, for only \$27.35

New Patterns Kaba Wool Rugs

Kaba Wool Rugs—price considered—can't be excelled for good service, either in living-rooms, bedrooms, dining-rooms or offices. We are showing all new patterns:

Kaba Wool Rugs, 6x9-foot size, specially priced \$9.00
Kaba Wool Rugs, 8.3x10.6-ft. size, special price \$12.50
Kaba Wool Rugs, 9x12-foot size, special price \$13.50

Oriental Rugs Reduced in Price

We're offering hundreds of extraordinary values in rich Oriental Rugs in all the wanted species. Savings run from 1/4 to 1/2 original prices. Following lots average 4.6 x 6.6 feet in size:
\$20.00 to \$30.00 Oriental Rugs specially priced \$17.50
\$27.50 to \$35.00 Oriental Rugs specially priced \$21.50
\$60.00 to \$75.00 Oriental Rugs specially priced \$37.50
\$37.50 to \$50.00 Oriental Rugs specially priced \$27.50
\$95.00 to \$120 Oriental Rugs, specially priced \$69.50

Big Savings on Mattings

Combine the entire Matting stocks of half a dozen other stores and you'll not have such a splendid selection as is ready at The Big Store!

Our Mattings are all fresh, crisp, new—huge orders placed direct with the Japanese and Chinese makers bring them to sell at these unmatchably-low prices for the Opening Sale:

- 25c China Mattings, plain and fancy, the yard only 17c
30c China and Japan Mattings, specially priced, yd. 21c
40c New China and Japan Mattings, special, yard 29c
65c Fine Japan Mattings, carpet designs, the yard 47c

Stirring Specials on Linoleums

New patterns are constantly arriving in Linoleums. All the standard grades are here. We offer four extraordinary specials for this three-days' Opening Sale:

- 70c Printed Linoleums, special price, square yard 47c
85c Printed Linoleums, special price, square yard 70c
\$1.25 New Inlaid Linoleums, at only, square yard 97c
\$1.60 Imported Cork Linoleums, the square yard \$1.35

\$5 to \$6 New White Petticoats \$2.95

SECOND FLOOR, NEW BUILDING. ORDER BY MAIL.



ABOUT twenty-five different patterns in Women's White Underskirts at this price—all crisp, new this-year's stock!

Made of sturdy, tubable cambrie, handsomely finished with wide embroidery flounces, and some charmingly finished with insertions, tucks, beadings and ribbons. Worth \$5 and \$6 each. Special price today \$2.95

Women's \$2 Corset Covers of excellent quality, sheer nainsook and lawn, prettily trimmed in fine embroideries, laces, beading and ribbon. Specially priced for today at only \$1.43

Women's \$4 Combinations, corset cover and drawer style, of sheer nainsook and lawn, charmingly trimmed in embroidery and edgings. Special price for today's selling only \$2.75



Embroidery Sale Cont'd The 65c to \$1 Grades at 39c

SECOND FLOOR, NEW BUILDING. ORDER BY MAIL.

JUST one of the excellent reasons for that record-breaking crowd which thronged The Big Store's Embroidery counters yesterday—75c to \$1 Nainsook, Swiss and Cambrie Embroideries at 39c!

Embroidery Edges, Flouncings and Galoons in exquisite patterns—English Eyelet, French Convent, etc. Special today 39c
Embroideries worth 45c to \$1 yard, at 25c
Embroideries worth \$1 to \$1.50 yard, at 69c
Embroideries worth \$1.50 to \$2.50 yard 98c
Embroideries worth \$2.50 to \$3 yard \$1.39
Embroideries worth \$3 to \$4 the yard \$1.69
Embroideries worth \$5 to \$6 the yard \$2.19

Blue Serge Suits—a Declared Favorite!

SECOND FLOOR, MAIN BUILDING. ORDER BY MAIL.

SPECIAL mention must be made of the remarkably pretty showing of blue Serge Suits—garments which seem to grow in popularity with each recurrence of Spring!

They're strictly plain tailored models with the popular short coats and severely plain skirts. More ornate models with the popular short coats and se-outlined with silk cord—some in the Paul Poiret sailor collar effect. Unusually comprehensive are our

\$15, \$18, \$20, \$22.50, \$25, \$30 Suits. Others range in easy price steps from \$35.00 to \$85.00

Lingerie Waists Reduced!

A splendid special purchase of 3000 beautiful new Lingerie Waists in scores of the very smartest, latest models here to sell under usual prices!

Materials are fine sheer Batistes, Lawns, Mulls and Lingerie cloths in high or Dutch neck styles with long or short sleeves. Open front or back. Some beautifully embroidered, others prettily trimmed in laces, etc.

Divided into three great lots. Extra special today—95c, \$1.28, \$1.48



Our New Spring Wall Paper

YOU cannot overestimate the value of our decorative service! We bring you samples, furnish estimates and make suggestions free of charge. No contract too large or too small for our master decorators to handle.

- Leather Paper in beautiful deep browns, greens, oak and other wanted shades.
Bedroom Papers in scores of floral patterns in cheerful, bright colorings.
Tapestry Paper in harmoniously blended fruit designs in blues, browns and champagnes. Especially suitable for living and dining-rooms.
Japanese Grass Cloth and Imitation Grass Cloths in plain shades, also beautiful fruit and verdure patterns for the upper third of the wall.

Phenomenal Ribbon Sale in the Basement

STOCKS still wonderfully complete, despite the enthusiastic buying of yesterday! Two big Basement Bargain Squares piled high with every conceivable kind of Easter Ribbons—and all now at splendid price-reductions!

- 20c Ribbons, All-Silk Taffeta and Moire, in most wanted shades. Yard 12c.
35c Ribbons, extra heavy Taffeta and Moire, in all new and staple shades. Yd. 18c
25c to 50c All-Satin Ribbons, 5 to 8 inches wide. All new and staple shades. Yd. 19c
15c Ribbons, Taffeta and Moire, 2 1/2 and 3 inches wide, in black, white and colors. Yard 7c.
25c Ribbons, All-Silk Messaline, 5 inches wide, in all the staple and new shades, yard 14c.
40c Ribbons, beautiful 5 1/2 Persian and Dresden All-Silk in all shades and color combinations. Yard 22c.
Ribbon Lengths, comprised of narrow satins, Silk Taffetas and Wash Ribbons 1/4 to an inch wide. Lengths from 1 to 3 yards. Spec'l each 1c.

PURE FOOD GROCERY

FIRST FLOOR, MAIN BUILDING. ORDER BY MAIL.

Creamery Butter, 2 Pounds at 66c

OUR famous Royal Banquet, the finest Oregon Creamery Butter on the market. Made expressly for our distribution and fresh every day.

Butter which is sweet, wholesome and guaranteed fresh and pure. Specially priced for today, the 2-lb. square 66c

- Hams, genuine Eastern sugar-cured, small size and excellently flavored. Lb. 16 1/2c.
Butter, the well-known Butterfat brand, guaranteed fresh and pure. Special, 2-pound roll, 67c.
Bacon, fancy English Breakfast grade, in pieces weighing from 6 to 10 pounds. Special, the lb., 15c.
Evaporated Apples, pound, 10c.
Fancy Seeded Raisins, pound cartons, 3 for 25c.
Italian Prunes, large size box, special, box \$2.60.
Royal Banquet Coffee, genuine Mocha and Java, special pound can, 47c.
Gold Dust Washing Powder, today, the package, 19c.
Mt. Hood Powdered Soap, special today, 25c.

Sale of Sweater Coats \$1.59

FIRST FLOOR, MAIN BUILDING. ORDER BY MAIL.

SWEATER COATS for men, women and children, purchased underprice from the biggest mills in America! At \$1.59, grades which sell regularly the country over for \$2.50 and \$3. Made with or without pockets—V-neck or plain collars—white, blue, black, green, tan, navy, cardinal, etc. Spring and Summer weight. Priced at \$1.59



At 98c—Boys' and Girls' Pure Wool Sweaters, easily worth \$2. All plain colors and fancy combinations. With or without pockets. Sizes 24 to 34. Today selling at low price of 98c

At 69c—Infants' and Children's Wool Mixed Sweater Coats, with or without pockets, in white, blue, cardinal, pink, etc. All sizes, \$1 to \$1.50 grades; today you may buy them for only 69c

Sweater Coats worth \$5 to \$7—All high-grade pure wool yarn in new styles for Spring and Summer. All colors. Divided into three big bargain lots today—\$2.39, \$2.59, \$3.59

Special Demonstration & Sale "Eppo" Petticoats

SECOND FLOOR, MAIN BUILDING. ORDER BY MAIL.

NEW garments have never met with such universal approval as the "Eppo" Petticoats!

Women have long waited for the improvements it offers—the fitted effect over hips, permitting of the fashionable clinging lines, and the snug, invisible, semi-elastic waistbands which will not permit the skirt to gap.

A demonstrator from the factory is here today to point out the merit of this Skirt—and for the rest of the week the following compelling price-reductions will be in force:

- \$5.00 "Eppo" Silk Petticoats for \$3.98
Handsome messaline and taffeta "Eppo" Silk Petticoats with the famous semi-elastic back. Sell regularly at \$5 each, special at \$3.98
\$7.45 "Eppo" Silk Petticoats for \$5.00
Made with Italian Silk Jersey Tops, and some with the new soft Taffeta flounce. Black and all wanted colors. The regular \$7.45 "Eppo" Petticoats at \$5

